



PAID POLITICAL  
BROADCAST AVAIL REQUEST

TO:	Matt Oestrich	STATION:	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	Washington, DC

REQUEST RECEIVED FROM

DATE: 8/24/12

BUYER:	Laura Bassett
AGENCY:	Great American Media
ADDRESS:	1010 Wisconsin Ave. Suite 800 Washington, DC 20007ie
PHONE #:	202-338-8700
FAX #:	202-338-0864
OTHER:	

AVAILS FOR

COMMITTEE:	Democratic Senatorial Campaign Committee
CHAIRPERSON:	
TREASURER:	Monica Dixon
ADDRESS:	430 S. Capitol St. SE Washington DC 20003
PHONE #:	202 224 2447
FAX #:	202 969 0354
OTHER:	

FOR ISSUE

CANDIDATE:	ISSUE
OFFICE:	
PARTY:	Democratic

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERCIAL LENGTH:	
PROGRAMS:	
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

REP HEADLINE# 5277344 TREL# E:120822  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 8/12 16.16  
\*\* CHANGES \*\* \*\*\* WFLA-TV \*\*\*

ADV #	ADV - NAME	ISS/DSCC	REP #	OFF. #	SALESMAN #
AGY #	AGY - NAME	GREAT AMERICAN MEDIA	BUYER NAME	LAURA BASSETT	
	3050 K ST NW,		SALES PRSN	WA - MEGHAN MCGARR (H)	

ORDER #

CONTRACT # 6277344

CLASS: NATL LOCAL REGIONAL

PRDCT DSCC-IE EST#1505 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 NOV5/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT8/12 16.16

REP: MAKEGOOD 10/8

SPOTS CANCELED IN 19

LN 63 ADDED

PGM CHANGE LN'S 3, 14, 28, 47-49, 54

TTL SAME

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM \* \* \* \* \* THIS IS A CASH IN ADVANCE SCHEDULE \* \* \* \* \*

DSCC IE

*Meghan*

:LINE#:REP : CTD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL:  
:LINE#: :

AGENCY ADVERTISER CODE = 49 AGENCY EST# = 1505  
AGENCY PRODUCT CODE = 53

3	NZ 1100A-1200N	30	\$250.00	10/9	10/12	3	TU-F	3
3	NZ 1100A-1200N	30	\$250.00	10/16	10/19	0	TU-F	0
3	NZ 1100A-1200N	30	\$250.00	10/23	10/26	3	TU-F	3
3	NZ 1100A-1200N	30	\$250.00	10/30	11/2	3	TU-F	3

PROGRAM : DAYTIME  
CON COM: DAYTIME

REP HEADLINE# 6277344 TR# E:120822  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

ORDER WORKSHEET      SOURCE: CANADA RASH      HARRIS REPORT FROM REP      OCT 8/12 16.16  
\*\*\*CHANGES\*\*\*      \*\*\* WFLA-TV \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
REP HEADLINE# 6277344 TR# E:120822  
\$\$\$ MOD# 0; UNAPPROVED REV #2 \$\$\$

CREDIT ADVISORY: AGENCY CREDIT RISK ! ! !  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 8/12 16.16  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS	WEEK	DAY	:TOTL:	:SPTS:
OCT/12	134650.00		NOV/12		54350.00								189000.00	
													CONTRACT TOTAL	
													TOTAL SPOTS	161

MARKET TOTALS \$1,071,140 WFLA 22% WTTS 13% WTVP 15% WTWT 15% WTG 21% WTTA 1% WMOR 1%  
WMOX 0% WXPX 0% WMSSB 6% CABL 0%  
SHARES ACCURATE  
SVC- NSI  
DEMOS- RA35+  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6277344 TREC# E:120822  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!! FAX# 703-516-9680  
HARRIS REPORT FROM REP OCT 3/12 12-09  
\*\*\*CHANGES\*\*\* \*\*\* WFLA-TV \*\*\*

ADV	#	ADV.	NAME	ISS/DSCC
ADV	#	ADV.	NAME	ISS/DSCC

NAME: GRAN AMERICAN MEDIA  
3050 K ST NW,

WASHINGTON, DC 20007

REP. #	OFF. #	SALESMAN #
BUYER NAME	LAURA BASSETT	
SALES PRSN	WA- MEGHAN MCGARR (H)	

ORDER #	CONTRACT #
PRDCT	DSCC-1E
FLIGHT DATES	OCT9/12 NOV5/12 WK-4
CITY TAX	STATE TAX
COMMENTS: (LINE, ORDER, CO-OP BILLING NEEDED)	
EST#1505	

DATE OCT 3 / 12 12 . 09

REP: REVISION SPOTS CANCELED ON LN'S 3, 8, 10-11, 20, 22, 24, 26-28  
NEW TTL \$189,000  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DSCC RE

LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : S  
LINE#: : : : : : : : : : : : : D  
AGENCY ADVERTISER CODE = 49 AGENCY EST# = 15055  
AGENCY PRODUCT CODE = 53

3	ES	1100A-1200N	30	\$250.00	10/
3	ES	1100A-1200N	30	\$250.00	10/
3	ES	1100A-1200N	30	\$250.00	10/
3	ES	1100A-1200N	30	\$250.00	10/

PROGRAM : NC8 MIDDAY  
CON COM1 : NC8 MIDDAY

REP HEADLINE# 6277344 TREL E:120822  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANCES\*\*\* +

FROM REP OCT 3/12 12.09  
\* \* CHANGES \* \* \* \* \* NFLA-TV \* \* \*

REB HEADLINE # 6277349 TREC# E:120822  
S&S MOD# 0: UNAPPROVED REV #L SSS

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\* \* CHANGES \* \* \*

X# 703-516-9680  
! !  
FROM REP OCT 3/12 12-09  
\* \* \* WFLA-TV \* \* \*

REP: HEADLINE# 6277344 TREC# E:120822  
\$\$\$ MOD# 0: UNAPPROVED REV#1 SSS

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 3/12 12.09  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAYs	TOP:	DATE	DATE	/WK:	INVT	DATE	TOP:	SPTS:

MARKET TOTALS \$1,071,140 WELLA 22% WETS 13% WTSP 21% WTWT 15% WTOG 21% WTRA 1% MMOR 1%  
WMX 0% WXPX 0% WSSB 6% CABL 0%  
SHARES ACCURATE  
SVC - NSI  
DEMOS - RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Great American Media Democratic Senate Campaign Comm/ Issue

1010 Wisconsin Avenue NW Submission Number 801 Issue 2

Washington DC 20007

News Channel 8, MeTV  
on your side  
TBO.com  
Tampa Bay Online

WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

Client: Democratic Senate Campaign	Submission Cost: 189000	Campaign Ref: E:120822104
Buyer: Comm/Issue		Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 11/11/12	49 /53 /1505	Order Ref: 06277344
Est./PO Number: 06277344	5	Business Type: POLITICAL
Associated Copies: No	Political	Business Category: Transactional

Product: Dsccl-e	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives	02		500	Nbr of Spots	3					3	150
	TWTF..			30	Comm							
2	M-F 1135p ET / 1035p CT Tonight Show	03		800	Nbr of Spots	2	2				4	320
	TWTF..			30	Comm							
3	M-F 11a Daytime	02		250	Nbr of Spots	3		3	3	9		225
	TWTF..			30	Comm							
4	M-F 12p Today Show III	02		300	Nbr of Spots	1				1		30
	TWTF..			30	Comm							
5	M-F 2p Rachael Ray	02		400	Nbr of Spots	2				2		80
	TWTF..			30	Comm							
6	M-F 2p Rachael Ray	02		400	Nbr of Spots	3	3	3		9		360
	TWTF..			30	Comm							
7	M-F 3p Doctors	03		450	Nbr of Spots	3					3	135
	.TWTF..			30	Comm							
8	M-F 4p Dr Oz	02		800	Nbr of Spots	3	3			6		480
	.TWTF..			30	Comm							
9	M-F 5p News	02		1500	Nbr of Spots	2				2		300

Weekly Totals: Total Spots(Ord Spots)

38 36 41 38 8 161

Great American Media

**Democratic Senate Campaign Comm/ Issue**

1010 Wisconsin Avenue NW

Submission Number 801 Issue 2

Washington DC 20007

News Channel 8 on your side  
MeTV Tampa Bay Online

**WFLA-TV**

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-6888

**Original**

Client:	Democratic Senate Campaign	Submission Cost:	189000	Campaign Ref:	E:120822104
Buyer:	Comm/Issue	Client/Product/Estimate:	49/53/1505	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/11/12	Weeks:	5	Order Ref:	06277344
Est./PO Number:	06277344	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
10	.TWTF..			Comme							
	M-F 530p News	02		1500	30	Nbr of Spots	2	2		4	600
11	.TWTF..			Comme							
	M-F 6p News	02		2000	30	Nbr of Spots	2			2	400
12	.TWTF..			Comme							
	M-F 6a News	02		1250	30	Nbr of Spots	2			2	250
13	.TWTF..			Comme							
	M-F 7p News	02		1500	30	Nbr of Spots	2	2		4	600
14	.TWTF..			Comme							
	M-F 7a Today Show	02		1400	30	Nbr of Spots	2	2		4	560
15	.TWTF..			Comme							
	M-F 730p Entertainment Tonight	02		1500	30	Nbr of Spots	1	1		2	300
16	.TWTF..			Comme							
	M-F 9a Today Show II	01		1050	30	Nbr of Spots	3	3	3	12	1260
17	.TWTF..			Comme							
	M-Su 11p News	02		2200	30	Nbr of Spots	2			2	440
18	.TWTF..			Comme							
	Mon 8-10p ET / 7-9p CTVoice	02		14000	30	Nbr of Spots	1			1	1400
19	M.....			Comme							
	Sat 1130p ET / 1030p CT Saturday Night Live	03		1350	30	Nbr of Spots	1			1	135
	.....S.			Comme							

Weekly Totals

Total Spots(Ord Spots)

38

36

41

38

8

161

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1010 Wisconsin Avenue NW

Submission Number 801 Issue 2

Washington DC 20007

News Channel 8

on your side

WFLA-TV

P.O. Box 1410

Tampa, FL 33601

PHONE (813) 226-8888

### Original

Client:	Democratic Senate Campaign	Submission Cost:	189000	Campaign Ref:	E:120822104
Buyer:	...S	Comm/ Issue		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/11/12	Client/Product Estimate:	49 /53 /1505	Order Ref:	06277344
Est./PO Number:	06277344	Weeks:	5	Business Type:	POLITICAL
Associated Copies:	No	Contract type:		Business Category:	Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
21	Sun 8a Today Show	02		650	30 Comme	Nbr of Spots 1					1	65
23	M-F 1p Days Of Our Lives	02		600	30 Comme	Nbr of Spots 2	2				4	240
24	M-F 1p Days Of Our Lives	02		650	30 Comme	Nbr of Spots 1					1	65
25	TWTF..			600	30 Comme	Nbr of Spots 1	1				2	120
26	M-F 1p Days Of Our Lives	02		250	30 Comme	Nbr of Spots 1					1	75
28	M-F 11a Daytime	02		350	30 Comme	Nbr of Spots 1					1	35
29	M-F 12p Today Show II	02		350	30 Comme	Nbr of Spots 1					1	35
30	M-F 12p Today Show III	01		400	30 Comme	Nbr of Spots 1	1	1			2	80
31	M-F 2p Rachael Ray	02		400	30 Comme	Nbr of Spots 1	1	1	1		4	160
32	M-F 3p Doctors	03		550	30 Comme	Nbr of Spots 3	3	3	3		9	495
33	M-F 3p Doctors	03		450	30 Comme	Nbr of Spots 1					1	45
34	M-F 3p Doctors	03		550	30 Nbr of Spots 3	Nbr of Spots 1	1	1	1	1	3	165
Weekly Totals: Total Spots(Ord Spots)				38	36	41	38	8	161			

**Great American Media**    **Democratic Senate Campaign Comm/ Issue**  
**1010 Wisconsin Avenue NW**    **Submission Number 801    Issue 2**

Washington DC 20007



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

Client: Democratic Senate Campaign	Submission Cost: 189000	Campaign Ref: E:120822104
Buyer: ..		
Schedule Dates: 10/08/12 to 11/11/12	49 /53 /1505	Sales Rep: HRP Washington, DC
Est./PO Number: 06277344	5	Order Ref: 06277344
Associated Copies: No	Political	Business Type: POLITICAL
	Business Category: Transactional	

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
35	M.....				Comme							
	M-F 4p Dr Oz	02				1000	30			3	3	6
	.TWTF..											600
36	M-F 4p Dr Oz	02				800	30					
	M.....											
37	M-F 4p Dr Oz	02				1000	30			1	1	2
	M.....											200
38	M-F 5p News	01				1700	30			2	2	4
	.TWTF..											600
39	M-F 530p News	01				1700	30			2	2	4
	.TWTF..											600
40	M-F 6p News	01				2500	30			2	2	500
	.TWTF..											
41	M-F 6p News	02				2000	30			1	1	200
	M.....											
42	M-F 6p News	01				2500	30			1	1	250
	M.....											
43	M-F 6a News	02				1350	30			2	2	270
	.TWTF..											
45	M-F 6a News	02				1250	30			1	1	125
	M.....											
46	M-F 6a News	01				1450	30			1	1	145
<b>Weekly Totals:</b> Total Spots(Ord Spots)										38	36	161
										41	38	8

Great American Media      Democratic Senate Campaign Comm/ Issue

1010 Wisconsin Avenue NW

Submission Number 801      Issue 2

Washington DC 20007

News Channel 8 McTV  on your side Tampa Bay Online

WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

### Origina

Client: Democratic Senate Campaign	Submission Cost: 189000	Campaign Ref: E:120822104
Buyer: Comm/Issue		Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 11/1/12		Order Ref: 06277344
Est./PO Number: 06277344		Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
47	M.....			Comme							
	M-F 7p News	01	2000	Nbr of Spots		2	2		4	800	
	.TWTF..		30	Comme					2	300	
48	M-F 7p News	02	1500	Nbr of Spots	1	1					
	M.....		30	Comme					1	1	200
49	M-F 7p News	01	2000	Nbr of Spots							
	M.....		30	Comme					2	2	320
50	M-F 7a Today Show	02	1800	Nbr of Spots	2						
	.TWTF..		30	Comme					2	360	
51	M-F 7a Today Show	02	1800	Nbr of Spots					2	360	
	.TWTF..		30	Comme					2	360	
52	M-F 7a Today Show	02	1400	Nbr of Spots	1						
	M.....		30	Comme					1	140	
53	M-F 7a Today Show	02	1600	Nbr of Spots					1	160	
	M.....		30	Comme					1	160	
54	M-F 730p Entertainment Tonight	01	2000	Nbr of Spots	1	1			2	400	
	.TWTF..		30	Comme							
55	M-F 9a Today Show II	01	1050	Nbr of Spots	1	1	1	1	4	420	
	M.....		30	Comme							
56	M-SU 11p News	01	2500	Nbr of Spots	2	2	2	2	6	1500	
	.TWTF..		30	Comme							
Weekly Totals:				Total Spots(Ord Spots)	38	36	41	38	8	161	

Great American Media

Democratic Senate Campaign Comm/ Issue

1010 Wisconsin Avenue NW

Submission Number 801 Issue 2

Washington DC 20007

News  
Channel 8  
on your side

MeTV

WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

TBO  
Tampa Bay Online

**Original**

Client:	Democratic Senate Campaign	Submission Cost:	189000	Campaign Ref:	E:120822104
Buyer:	Comm Issue			Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/1/12	Client/Product Estimate:	49 /53 /1505	Order Ref:	06277344
Est./PO Number:	06277344	Weeks:	5	Business Type:	POLITICAL
Associated Copies:	No	Contract type:	Political	Business Category:	Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
57	M-Su 11p News	02			2200	30	Nbr of Spots		1			1
58	M.....	01			2500	30	Nbr of Spots		1			250
59	M-Su 11p News				Comme							
	Sat 1130p ET / 1030p CT Saturday	02			1500	30	Nbr of Spots		1			150
	Night Live				Comme							
61	Sun 8a Today Show	02			1000	30	Nbr of Spots		1			100
	.....S.				Comme							
63	Sun 6p News	02			1000	30	Nbr of Spots	1	1		2	200
	.....S				Comme							
	<b>Weekly Totals:</b>					38	36	41	38	8	161	

**Grand Totals**

Month 10 Weeks: 4

Month 11 Weeks: 4

	<b>Totals</b>	10/08	10/15	10/22	10/29	11/05
Spots	161	39	36	41	38	8
Cost	189000	39050	49800	45150	9200	

**Grand Totals:**

Spots: 161

Gross Total: 189,000.00

Commission: 28,350.00

Net Total: 160,650.00

REP HEADLINE# 6277344  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

CREDIT RISK !!!  
HARRIS REPORT FROM REP

AUG 15 / 12 09.0

ADV #	ADV. NAME	ISS/DSCC
AGY #	AGY. NAME	GREAT AMERICAN MEDIA
3050 K ST NW,	BUYER NAME	LAURA BASSETT
	SALES PRSN WA-	MEGHAN MCGARR (H)

ORDER #	CONTRACT #	CLASS:	LOCAL
PROGRAM	6277344	NATL.	REGIONAL

FLIGHT DATES	OCT 9/12	NOV 5/12	WR-4
CITY TAX			
STATE TAX			
CO-OP BILLING NEEDED			
DATE 2015/12 00 01			

REP: NEW ORDER  
TTL \$234,000 @1387X  
PLEASE CONFIRM

THANKS SHOSHANA FOR MEGHAN

\*\*\*\*\* THIS IS A COPY IN THE

卷之三

WIC: 43350

AGENCY EST# = 1505

100P-200P

## PROGRAM : DAYS-OUR LIVES

TONITE SHW-NBC< N COM 1 :

31100A-1200N

PROGRAM : NCG MIDDAY  
CON COM1 : NC8 MIDDAY

TDBA 87

REP HEADLINE# 6277344  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 CREDIT RISK !!! FAX# 703-516-9580  
CREDIT ADVISORY: AGENCY HARRIS REPORT FROM REP  
ORDER WORKSHEET

AUG 15/12 09:00  
\*\*\* WFLA-TV \*\*\*

REP HEADLINE# 6277344  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703-516-9680  
AUG15/12 09.0  
\*\*\* WFLA-TV \*\*\*

LINE#:	REP :CD:	TIME	PERIOD	LGTH :	SEC :	RATE	START : DATE	END : DATE	SPTS: /WK:	WEEK : INVT :	DAYS	:TOTAL: :SPTS:
1.2		700P-730P		30		\$1,500.00	10/9	10/19	2		TU-F	4
	PROGRAM : CON COM1:	NEWS	7P									
1.3		700A-900A		30		\$1,400.00	10/9	10/12	2		TU-F	2
1.3	PROGRAM : CON COM1:	TODAY	SHW<	30		\$1,400.00	10/16	10/19	2		TU-F	2
1.4	PROGRAM : CON COM1:	730P-800P		30		\$1,500.00	10/9	10/19	1		TU-F	2
1.5	PROGRAM : CON COM1:	EXTRA	<i>et</i>	30		\$1,050.00	10/9	11/2	3		TU-F	12
1.6	PROGRAM : CON COM1:	TODAY	SHW2-NBC	1100P-1135P		\$2,200.00	10/9	10/13	2		TU-SA	2
1.7	PROGRAM : CON COM1:	NWSCH8	AT 11<	800P-1000P		\$2,200.00	10/9	10/13	2		TU-SA	2
1.8	PROGRAM : CON COM1:	VOICE-NBC	VOICE-NBC	1130P-101A		\$2,200.00	10/15	10/15	1		MON	1
1.9	PROGRAM : CON COM1:	SAT NITE	LIVE<	600P-630P		\$1,350.00	10/13	10/13	1		SAT	1
2.0	PROGRAM : CON COM1:	NEWSCH8-6	SAT	630P-700P		\$1,000.00	10/13	10/20	1		SAT	2
		NBC NIGHTLY	NEWS	SUNDAY		\$6,000.00	10/28	10/28	1		SUN	1

R E P HEADLINE# 6277344  
\* \* \* ORIGINAL REV#0 \* \* \*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

CREDIT RISK !!!  
HARRIS REPORT FROM REP  
FAX# 703-516-9680

AUG 15 / 12 09 - 0  
\* \* \* WFT: A - TV \* \* \*

REP HEADLINE# 6277344  
\*\*\* ORIGINAT REV#N \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

CREDIT RISK !!!  
HARRIS REPORT FROM REP

AUG 15 / 12 09 - 0  
\* \* \* WFIA-TV \* \* \*

REP HEADLINE# 6277344  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\* WFLA-TV \*\*\*

LINE#:	REP :	CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	: SPTS:	WEEK :	DAYs	: TOTL:	:SPTS:
39			530P-600P	30		\$1,700.00	10/23	11/2	2				4
40	PROGRAM :	NWSCH8	05:30P										
	CON COM1:	NWSCH8	@5:30P										
41	PROGRAM :	NWSCH8	AT SIX										
	CON COM1:	NWSCH8	AT SIX	30		\$2,500.00	10/23	11/2	2				4
42	PROGRAM :	NWSCH8	AT SIX										
	CON COM1:	NWSCH8	AT SIX	30		\$2,000.00	10/22	10/22	1				1
43	PROGRAM :	NWSCH8	AT SIX										
	CON COM1:	NWSCH8	AT SIX	30		\$2,500.00	11/5	11/5	1				1
44	PROGRAM :	NC8	TODAY@6AM										
	CON COM1:	NC8	TODAY@6AM	30		\$1,350.00	10/23	10/26	2				2
45	PROGRAM :	NC8	TODAY@6AM										
	CON COM1:	NC8	TODAY@6AM	30		\$1,450.00	10/30	11/2	2				2
46	PROGRAM :	NC8	TODAY@6AM										
	CON COM1:	NC8	TODAY@6AM	30		\$1,250.00	10/22	10/22	1				1
47	PROGRAM :	ENT TONIGHT	30										
	CON COM1:	ENT TONIGHT	30	30		\$2,000.00	10/23	11/2	2				4

*Mrs O*

REP HEADLINE# 6277344  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG15/12 09.0  
\*\*\* WFLA-TV \*\*\*

LINE#	REP : CD:	TIME PERIOD	LNGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT:	DAYS	:TOTAL: :SPTS:
48		700P-730P	30		\$1,500.00	10/15	10/22	1		MON	2
49	PROGRAM : CON COM1:	ENT TONIGHT 30	30	<i>News 07</i>	\$2,000.00	10/29	11/5	1		MON	2
50	PROGRAM : CON COM1:	ENT TONIGHT 30	30	<i>News 07</i>	\$1,600.00	10/23	10/26	2		TU-F	2
51	PROGRAM : CON COM1:	TODAY SHW<	30		\$1,800.00	10/30	11/2	2		TU-F	2
52	PROGRAM : CON COM1:	TODAY SHW<	30		\$1,400.00	10/15	10/15	1		MON	1
53	PROGRAM : CON COM1:	TODAY SHW<	30		\$1,600.00	10/29	10/29	1		MON	1
54	PROGRAM : CON COM1:	TODAY SHW<	30		\$2,000.00	10/23	11/2	1		TU-F	2
55	PROGRAM : CON COM1:	EXTRA <i>et</i>	30		\$1,050.00	10/15	11/5	1		MON	4
56	PROGRAM : CON COM1:	NWSCH8 AT 11<	30		\$2,500.00	10/16	11/3	2		TU-SA	6

REP HEADLINE# 6277344  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 09.0  
\*\*\* WFLA-TV \*\*\*

**Great American Media**

1010 Wisconsin Avenue NW

Submission Number 748

Issue 1

Washington DC 20007

**News Channel 8**  
on your side

**WFLA-TV**  
P.O. Box 14100  
Tampa, FL 33601

**MeTV**

**TBO**  
Tampa Bay Online

WFLA-TV

MeTV

News Channel 8

WFLA-TV

TBO

**Client:** Democratic Senate Campaign

Comm/ Issue

**Campaign Ref:** E-120822104

**Buyer:** ,

**Sales Rep:** HRP Washington, DC

**Schedule Dates:** 10/08/12 to 11/11/12

**Order Ref:** 06277344

**Est./PO Number:** 06277344

**Business Type:** POLITICAL

**Associated Copies:** No

**Business Category:** Transactional

**Product:** Dsccl-e

Demographic: (L) Household

**Booking Group:** WFLA

**Key Market:** Tampa-St. Petersburg FL

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives	02		500	30	Nbr of Spots	3				3	150
2	M-F 1135p ET / 1035p CT Tonight Show	03		800	30	Comme				4	320	
3	M-F 11a Daytime	02		250	30	Nbr of Spots	2	2				
4	M-F 12p Today Show II	02		300	30	Comme				12	300	
5	M-F 2p Rachael Ray	02		400	30	Nbr of Spots	3	3	3		1	30
6	M-F 2p Rachael Ray	02		400	30	Comme				2	80	
7	M-F 3p Doctors	03		450	30	Nbr of Spots	2					
8	M-F 4p Dr Oz	02		800	30	Comme				6	480	
9	M-F 5p News	02		1500	30	Nbr of Spots	2	2			4	600
<b>Weekly Totals:</b>							37	45	48	46	8	184
<b>Total Spots(Ord Spots)</b>												

Great American Media  
1010 Wisconsin Avenue NW

Democratic Senate Campaign Comm/ Issue  
Submission Number 748 Issue 1

Weeks: 10/08/12 to 11/1/12

Washington DC 20007

Associated Copies: No

Client: Democratic Senate Campaign

Comm/ Issue  
Buyer: 10/08/12 to 11/1/12  
Schedule Dates: 06277344  
Est./PO Number: Associated Copies: No

Democratic Senate Campaign

Comm/ Issue

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Great American Media Democratic Senate Campaign Comm/ Issue

1010 Wisconsin Avenue NW

Submission Number 748 Issue 1

Washington DC 20007

News Channel 8

on your side

WFLA-TV

P.O. Box 1410

Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Democratic Senate Campaign	Submission Cost:	230650	Campaign Ref:	E:1208322104
Buyer:	Comm/ Issue	Client/Product Estimate:	49/53 /1505	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/11/12	Weeks:	5	Order Ref:	06277344
Est./PO Number:	06277344	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
20	Sun 630p ET / 530p CT NBC Nightly News	01		6000	30 Comme				1		1	600
21	Sun 8a Today Show	02		650	30 Comme					1		65
22	Wed 9p ET / 8p CT Law & Order SVU	02		4500	30 Comme					1		450
23	M-F 1p Days Of Our Lives	02		600	30 Comme				2	2	4	240
24	M-F 1p Days Of Our Lives	02		650	30 Comme				3	3	3	195
25	M-F 1p Days Of Our Lives	02		600	30 Comme				1	1	2	120
26	M-F 1135p ET / 1035p CT Tonight Show	02		1000	30 Comme				2	2	200	
27	M-F 1135p ET / 1035p CT Tonight Show	01		1300	30 Nbr of Spots				2	2	260	
28	M-F 11a Daytime	02		250	30 Comme				1	1	4	100
29	M-F 12p Today Show III	02		350	30 Comme				1	1	35	
	Weekly Totals:	Total Spots(Ord Spots)				37	45	48	46	8	184	

**Great American Media**    **Democratic Senate Campaign Comm/ Issue**  
1010 Wisconsin Avenue NW

Submission Number 748   Issue 1

Washington DC 20007



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Tampa, FL 33601

PHONE (813) 228-8888

### Original

<b>Client:</b> Democratic Senate Campaign Comm/ Issue	<b>Submission Cost:</b> 230650	<b>Campaign Ref:</b> E:120822104
<b>Buyer:</b> 10/03/12 to 11/11/12	<b>Client/Product/Estimate:</b> 49 /53 /1505	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/03/12 to 11/11/12	<b>Weeks:</b> 5	<b>Order Ref:</b> 06277344
<b>Est./P/O Number:</b> 06277344	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No	<b>Business Category:</b> Transactional	

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
30	M-F 12p Today Show III .TWTF..	01		400	30 Comme	Nbr of Spots		1	1		2	80
31	M-F 2p Rachael Ray M.....	02		400	30 Comme	Nbr of Spots	1	1	1	1	4	160
32	M-F 3p Doctors .TWTF..	03		550	30 Comme	Nbr of Spots	3	3	3	9	495	
33	M-F 3p Doctors M.....	03		450	30 Comme	Nbr of Spots	1			1	45	
34	M-F 3p Doctors M.....	03		550	30 Comme	Nbr of Spots	1	1	1	3	165	
35	M-F 4p Dr Oz .TWTF..	02		1000	30 Comme	Nbr of Spots	3	3		6	600	
36	M-F 4p Dr Oz M.....	02		800	30 Comme	Nbr of Spots	1	1		2	160	
37	M-F 4p Dr Oz M.....	02		1000	30 Comme	Nbr of Spots		1	1	2	200	
38	M-F 5p News .TWTF..	01		1700	30 Comme	Nbr of Spots	2	2		4	680	
39	M-F 530p News .TWTF..	01		1700	30 Comme	Nbr of Spots	2	2		4	680	
40	M-F 5p News .TWTF..	01		2500	30 Comme	Nbr of Spots	2	2		4	1000	
<b>Weekly Totals:</b>						37	45	48	46	8	184	
<b>Total Spots(Ord Spots)</b>												

**Great American Media**    **Democratic Senate Campaign Comm/ Issue**  
1010 Wisconsin Avenue NW

Submission Number 748    Issue 1

Washington DC 20007

**News Channel 8**  
on your side

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**TBO.com**  
Tampa Bay Online

PHONE (813) 228-8888

**Original**

Client: Democratic Senate Campaign  
Buyer: Comm/ Issue  
Schedule Dates: 10/08/12 to 11/1/12  
Est/PO Number: 06277344  
Associated Copies: No

Submission Cost: 230650  
Client/Product/Estimate: 49 /53 /1505  
Weeks: 5  
Contract type: Political  
Business Type: Political  
Business Category: Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
41	M-F 6p News		02			2000	30	Nbr of Spots	1		1	200
42	M-F 6p News		01			2500	30	Comm		1	1	250
43	M-F 6a News		02			1350	30	Nbr of Spots	2		2	270
44	M-F 6a News		01			1450	30	Comm		2	2	290
45	M-F 6a News		02			1250	30	Nbr of Spots	1		1	125
46	M-F 6a News		01			1450	30	Nbr of Spots		1	1	145
47	M-F 7p News		01			2000	30	Nbr of Spots	2	2	4	800
48	M-F 7p News		02			1500	30	Comm	Nbr of Spots	1	1	300
49	M-F 7p News		01			2000	30	Comm		1	1	400
50	M-F 7a Today Show		02			1600	30	Nbr of Spots	2		2	320
51	M-F 7a Today Show		02			1800	30	Comm	Nbr of Spots		2	360
<b>Weekly Totals:</b> Total Spots(Ord Spots)						37	45	48	46	8	184	

**Great American Media      Democratic Senate Campaign Comm/ Issue**  
 1010 Wisconsin Avenue NW      Submission Number 748      Issue 1

Washington DC 20007



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PHONE (813) 228-8888

**Original**

<b>Client:</b> Democratic Senate Campaign	<b>Submission Cost:</b> 230650	<b>Campaign Ref:</b> E:120822104
<b>Buyer:</b> Comm/ Issue		
<b>Schedule Dates:</b> 10/08/12 to 11/1/12		
<b>Est./PO Number:</b> 06277344		
<b>Associated Copies:</b> No		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/08	10/15	10/22	10/29	11/05	Total	Cost
52	TWTFF..				Comm							
	M-F 7a Today Show	02			1400	30	Nbr of Spots		1		1	140
53	M.....				1400	30	Comm					
	M-F 7a Today Show	02			1800	30	Nbr of Spots		1		1	160
54	M.....				1800	30	Comm					
	M-F 730p Entertainment Tonight	01			2000	30	Nbr of Spots		1	1	2	400
55	.TWTFF..				2000	30	Comm					
	M-F 9a Today Show II	01			1050	30	Nbr of Spots	1	1	1	4	420
56	M.....				1050	30	Comm					
	M-Su 11p News	01			2500	30	Nbr of Spots	2	2	2	6	1500
57	.TWTFS..				2500	30	Comm					
	M-Su 11p News	02			2200	30	Nbr of Spots	1			1	220
58	M.....				2200	30	Comm					
	M-Su 11p News	01			2500	30	Nbr of Spots		1		1	250
59	M.....				2500	30	Comm					
	Sat 1130p ET / 1030p CT Saturday Night Live	02			1500	30	Nbr of Spots	1			1	150
60	....S.				1500	30	Comm					
	Sat 6p News	02			1350	30	Nbr of Spots	1			1	135
61	....S.				1350	30	Comm					
	Sun 8a Today Show	02			1000	30	Nbr of Spots	1			1	100
....S	....S				1000	30	Comm					
<b>Weekly Totals:</b> Total Spots(Ord Spots)				37	45	48	46	8	184			

**Great American Media**      **Democratic Senate Campaign Comm/ Issue**  
1010 Wisconsin Avenue NW      Submission Number 748      Issue 1  
Washington DC 20007

News  
Channel

88

Metv

TBO.com

WEBSITE  
on your side  
**News  
Channel 8  
MetTV**  
  
Tampa Bay Online

NFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

10

PHONE (813) 228-8688

Original

<b>Client:</b>	Democratic Senate Campaign	<b>Submission Cost:</b>	230650	<b>Campaign Ref:</b>	E:120822104
<b>Buyer:</b>	Comm/ Issue	<b>Client/Product/Estimate:</b>	49 /53 /1505	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	" 10/08/12 to 11/11/12	<b>Weeks:</b>	5	<b>Order Ref:</b>	06277344
<b>Est./PO Number:</b>	06277344	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No	<b>Business Category:</b>	Transactional		

		Month 10 Weeks: 4				Month 11 Weeks: 4	
		10/08	10/15	10/22	10/29	11/05	
Spots	Totals	184	37	45	48	46	8
	Cost	230650	38050	63650	60300		
					59450		9200

**Grand Totals:**

Spots:	184
Gross Total:	230,650.00
Commission:	34,597.50
Net Total:	196,052.50

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, DAN NAGELBERG  
do hereby request station time concerning the following issue:

<u>DSCC - 1E ND.</u>
----------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: DSCC - 1E N.D.

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCL - IE N.D.
----------------

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

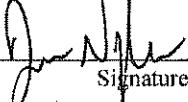
MONICA DIXON  
430 S. CAPITOL ST SE  
WASHINGTON DC 20003

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

4/21/12  
Date

  
Signature

101-758-8700

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

AS ORDERED

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**